

PREMARIN Class
 Estimate of Fees Expenses
 12/21/06

	Estimated Volume	Unit Price	Cost Estimate
FEES			
Set-up and Training			
Coordinate call center (toll-free number); author FAQs & phone script; procedure development, Notice Packet design & layout; coordinate web-based content & admin support.			7,500.00
Information Technology			
Design and set up database for receipt of claims, phone and mail inquiries, etc. (database & app design, procedures), design, develop & test reports and data exports.			3,000.00
Website (Modification, Hosting and Maintenance of www.PREMARINCLASSACTION.com)			3,500.00
Dissemination of Notice Packets			
On-Demand Requests, Process Undeliverables	5000	1	5,000.00
Live Operator Support (75-100 hours)			4,500.00
Quality Assurance			
Verify data loads, test application, reports, data exports, program review and testing.			1,500.00
Project Management and Admin Support			
Conference calls with Counsel & Defendant, oversight of project, prepare affidavits			10,000.00
TOTAL ESTIMATED FEES			35,000.00
EXPENSES			
Dissemination - Printing and Postage			
8 page Notice (incl addressing & mailing)	50,000	0.18	9,000.00
Postage			
Initial Mailing	45,000	0.34	15,300.00
On-Demand Requests	5,000	0.39	1,950.00
Total Dissemination - Printing and Postage			26,250.00
Call Center			
Initial Set-up			2,500.00
Per minute line charge for IVR (5,000 calls @ 1.5 min p/call)	7,500	0.12	900.00
Live Agent Connection (1,000 calls; @ 4 min p/call)	4,000	0.145	580.00
Targus System - Automated Address Verification System	3,000	0.25	750.00
Total Call Center			4,730.00
Publications - See Attachment			462,532.75
Other Expenses			
PO Box (per Year)	1	868	868.00
Tax Returns (per/year), if required	2	1,500	3,000.00
Fax, Copies, FedEx, Misc			500.00
TOTAL ESTIMATED EXPENSES			\$497,880.75
TOTAL ESTIMATED FEES AND EXPENSES			\$532,880.75

KINSELLA/NOVAK COMMUNICATIONS
PREMARIN
PROPOSED PUBLICATION NOTICE
DECEMBER 18, 2006

Plan Summary

Notice placement in Consumer Magazines and Newspaper Supplements in the 17 identified states*.

Target Audience

The published notice program will be measured against the following MRI targets:

- Women living in the 17 identified states* that have used a branded prescription to treat menopause/hormone replacement in the last 12 months. ("Women using branded prescription.")
- Women age 45-64. (Women 45-64).

Media Components

Vehicle - Consumer Magazines (State Editions)

Consumer magazines reach a high percentage of the target audience and provide appropriate editorial environments.

Name	Uses	Unit Type
<i>Better Homes & Gardens</i>	1	Full Page
<i>Woman's Day</i>	1	Full Page

Vehicle - Newspaper Supplements (State Editions)

The newspaper supplements *Parade* and *USA Weekend* have broad geographic and demographic reach capabilities. They are among the highest reaching publications for the target audience.

Name	Uses	Unit Type
<i>Parade Carrier Newspapers</i>	1	M-Page
<i>USA Weekend Carrier Newspapers</i>	1	M-Page

Vehicle - Trade Publication*

Trade publications were selected to reach the business segment of the target audience.

Name	Uses	Unit Type
<i>HR Magazine</i>	1	Full Page
<i>National Underwriter Life & Health</i>	1	Full Page

Plan Delivery

Target Audience	Reach/Frequency
Women using branded prescription	82.6%/1.7
Women 45-64	77.7%/1.7

Estimated Budget***

Paid Media	\$443,068.45
Trade Publication Media	\$18,714.30
Production & Misc. Expenses	\$750.00
Overall Estimated Budget:	\$462,532.75

* 18 Identified States: Arizona, Florida, Iowa, Kansas, Maine, Massachusetts, Michigan, Minnesota, Mississippi, New Mexico, North Carolina, North Dakota, South Dakota, Tennessee, Vermont, West Virginia, Wisconsin.

** Trade publications do are not measured by MRI, therefore are not included in the final reach numbers.

*** Based on 2006 pricing with a 6% estimated cost increase for 2007.